

When You Need to Have a Coach

MARKETING COACHING

A Real Fresh Content Guidebook

WHY HAVE A COACH

More often than not, a business owner has to do his or her own marketing.

I call these folks “Business Owners-as-Marketers”.

And when the marketing functions get overwhelming, or don't seem to be working well, they tend to hire someone.

This might be a marketing manager, or a marketing firm or agency. And while there is nothing inherently wrong with this approach, the problem is often the expense. And sometimes the results – or lack of them.

With a Marketing Coach you have an alternative. You can still carry out the bulk of your marketing functions and avoid the cost of additional payroll or outsourcing expenses. Yet you have someone who can provide input, guidance, expertise, and advice.

When you need it.

MARKETING COACHING

Program Highlights

- Two monthly one-hour coaching meetings by phone, Internet, or in person when possible
- Quarterly marketing assessments with feedback
- Ongoing Coach access via email
- Unlimited access to all Real Fresh Content marketing resources and materials

Program Levels

- ❖ **Level One:** Short-term project focused coaching with a three month minimum commitment. Two or three 1-hour sessions each month.
- ❖ **Level Two:** Long-term marketing coaching with an emphasis on regular monthly sessions, email support, and limited “on call” availability. Program length is typically one to three years.

COACHING PROGRAM COSTS

Level One Program

- \$1,200 for a three month program at two coaching sessions each month (or \$400 per month)
- \$1800 for three monthly coaching sessions for a three month period (or \$600 per month)
- A 10% discount will be given for prepayment of the entire three month program

Level Two Program

- \$250 per month (unless additional sessions are requested, which will be paid for separately)
- A 10% discount will be given for prepayment of a full 12 months of coaching (a savings of \$300)